

FILE

fashion calendar

1970

APRIL 27

30th year • issued weekly

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

WEEK BEGINNING MONDAY, APRIL 27, 1970

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
April 27	11:00 A.M., GAVI (div. Claret)	530 Seventh Avenue, 26th floor,	563-6126
Monday	OPENING OF	GINALA	500 CLUB
April 27	FALL COLLECTION	(512 SEVENTH AVENUE)	500 SEVENTH AVENUE
4:00 P.M.	By invitation. Thereafter by appointment in showroom, 16th floor. Contact: Margie Corbett, CH. 4-2700.		
Beginning	OPENING OF	ARKIN IMPORTS	530 SEVENTH AVENUE
Monday	FALL COLLECTION		SHOWROOM - 7TH FLOOR
April 27	Continuous showings. Contact: Celeste Lucci, WI. 7-5324.		
Beginning	OPENING OF	LOUIS FERAUD FOR	530 SEVENTH AVENUE
Monday	FALL COLLECTION	ARKIN IMPORTS	SHOWROOM - 7TH FLOOR
April 27	Continuous showings. Contact: Florence Napp, WI. 7-5324.		
Beginning	OPENING OF	JON HAGGINS	525 SEVENTH AVENUE
Monday	FALL COLLECTION	FOR BYMINI	SHOWROOM - 18TH FLOOR
April 27	Continuous showings. Contact: Frank Lewis, 239-4373.		
Beginning	BOUTIQUE	EDIE GLADSTONE	512 SEVENTH AVENUE
Monday	NUMBER 2	FOR DEEBS	SHOWROOM - PENTHOUSE
April 27	Continuous by appointment. Contact: LO. 4-3470.		
Beginning	OPENING OF	DESIGN THAI	550 SEVENTH AVENUE
Monday	FALL COLLECTION		SHOWROOM - 18TH FLOOR
April 27	By appointment only. Contact: Joanne Jaap or Timmie Riche, 239-8530.		
Beginning	OPENING: FALL	RONNIE SIMON FOR	530 SEVENTH AVENUE
Monday	COLLECTION	THE FIFTH ADDITION	SHOWROOM - 3RD FLOOR
April 27	Continuous showings. Contact: LO. 4-8190.		
Beginning	OPENING OF	JONNY HERBERT;	498 SEVENTH AVENUE
Monday	FALL COLLECTIONS	PAB	SHOWROOM - 18TH FLOOR
April 27	Showing by appointment. Contact: Joe Melton, LO. 5-6900.		
Beginning	COMPLETE FALL	JUNIOR ACCENT	498 SEVENTH AVENUE
Monday	COLLECTION		SHOWROOM - 10TH FLOOR
April 27	Designed by Cara Kirby, Susumu, Pierre Lucée at continuous showings. Contact: LO. 4-1434.		
Beginning	OPENING OF	ROBERT MALCOLM	530 SEVENTH AVENUE
Monday	FALL COLLECTION	BY BEVERLY MOYER	SHOWROOM - 19TH FLOOR
April 27	Continuous showings. Contact: Neil Peskin, 524-4510.		
Beginning	FALL COLLECTION	MARDI GRAS	498 SEVENTH AVENUE
Monday	BY JERRY MARSCH		SHOWROOM - 3RD FLOOR
April 27	Continuous showings. Contact: 947-2055.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday April 27	FALL COLLECTION BY TERRY MORTON Continuous showings.	PARNES FEINSTEIN; PF KNITS Contact: BR. 9-0952.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday April 27- May 18	FALL FORECAST: FASHION-BEAUTY Daily presentations for retailers and resident buying offices. By appointment. Contact: Joan Carter, 689-5900 Ext. 476.	GLAMOUR	420 LEXINGTON AVENUE 19TH FLOOR
Tuesday April 28 9:30 A.M.	PREVIEW OF FALL LINGERIE Showing of sleepwear and at-home collections by Arthur Williams. By invitation. Contact: Joan Sybell, MU. 9-9450.	SIREN; PERIPHERY	105 MADISON AVENUE SHOWROOM - 8TH FLOOR
Tuesday April 28 10:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: Doug Sylvia, OX. 5-2900.	STJ BY MARSHALL KLUGMAN	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday April 28 10:00 A.M.	PREMIERE OF FALL COLLECTION Also April 30, May 5, 7 at 10:00. By appointment. Contact: Teri White or Judith Morrell, PE. 6-2291.	GININI (DIV. ORIGINALA)	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
April 28	10:00 A.M., HOUSE OF BIANCHI, 499 Seventh Avenue, 10th floor, BR. 9-0292		
Tuesday April 28 11:00 A.M.	PREMIERE COLLECTION BY FRANK MASANDREA By invitation only. Contact: Hal Krauss, 736-8888.	MODELIA	205 WEST 39TH STREET SHOWROOM - 14TH FLOOR
Tuesday April 28 11:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: 524-4510.	GINO CHARLES BY BEVERLY MOYER	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday April 28 12:00 Noon	PREVIEW: FALL COLLECTION By invitation. Thereafter by appointment. Contact: 868-2880.	ANNEMARIE GARDIN FOR PAPILLON	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday April 28 1:00 P.M.	PRESS PREVIEW: FALL COLLECTION Day, evening, at-home clothes. By invitation. Contact: Mrs. Walker, 947-0964. Public Relations: Margaret Hodge Co., 1270 Sixth Avenue, 765-0653.	POSH BY JAY ANDERSON	550 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday April 28 2:30 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: OX. 5-4812.	JAMISON	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday April 28 2:30 P.M.	OPENING: EARLY FALL COLLECTION Also April 29 at 2:30. Thereafter by appointment. By invitation only. Contact: LO. 4-7522.	JOHN ANTHONY FOR ADOLPHE ZELINKA	512 SEVENTH AVENUE SHOWROOM - 38TH FLOOR
Tuesday April 28 3:30 P.M.	PRESS PREVIEW: FALL LOUNGEWEAR "Mr. Mort's Way of Looking at Home". Loungewear collection by Stan Herman and Barbara Larson. By invitation. Contact: Roy Kleeger, 768-0125.	STAN HERMAN/MR. MORT FOR CHARMFIT/YOUTHCRAFT	90 PARK AVENUE LOBBY

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday April 28 4:00 P.M. Cocktails	PREVIEW OF FALL SPORTSWEAR Jean Cacharel of Paris will present his Fall sportswear collection. <u>Show promptly at 4:00</u> , followed by cocktails. By invitation only. Contact: Susie Vogel, WI. 7-4406.	CACHAREL (DIV. MALLORY)	THE SANCTUARY 407 W. 43RD ST.(9TH AVE.)
Tuesday April 28 4:00 P.M.	PREVIEW OF FALL COLLECTION By invitation. Thereafter at <u>showroom</u> , 530 Seventh Avenue, 24th floor. Contact: Maribeth Lubell, 564-5430.	GUNTER FOR PROJECT II	WEAVERS CLUB 111 WEST 40TH STREET
Tuesday April 28 5:00 P.M. Cocktails	SPORTSWEAR SHOW: "WHAT'S IN A NAME" Sportswear coordinated with Yearounder hats. Produced by Dorothy Summin. <u>Show at 6:00</u> . By invitation. Publicity: Burt Champion (millinery): MU. 6-2970; Fashion Bureau, 679-6996.	GERONIMO (DIV. LISH) (1040 SIXTH AVENUE)	PIERRE HOTEL GRAND BALLROOM
Beginning Tuesday April 28	EARLY FALL COLLECTION Continuous showings. Contact: Betsy Klein, 736-1076.	AQUANALA	512 SEVENTH AVENUE SHOWROOM - 34TH FLOOR
Beginning Tuesday April 28	OPENING OF FALL COLLECTION Day-through-dinner clothes by Eleanor Brenner. Continuous by appointment. Contact: Ruth Shiller or Norma Wilk, 947-9677.	BRENNER COUTURE	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Tuesday April 28	OPENING OF FALL COLLECTION Continuous showings. Contact: LA. 4-7285.	GALLANT INTERNATIONAL	205 WEST 39TH STREET SHOWROOM - 8TH FLOOR
Beginning Tuesday April 28	OPENING OF FALL COLLECTION By appointment. Contact: Alina Roux, 249-9600.	KEN SCOTT	17 EAST 67TH STREET SHOWROOM - 3RD FLOOR
Tuesday April 28- May 21 8:00 A.M.& 4:00 P.M.	AUGUST PREVIEW "Fashion Encounter on Campus"--special fashion-awareness T-groups for August tie-in stores. Each Tuesday, Wednesday, Thursday at 8:00 and 4:00. By appointment. Contact: Lenore Benson, 689-5900 Ext. 653.	MADEMOISELLE	420 LEXINGTON AVENUE 18TH FLOOR
Wednesday April 29 9:00 A.M.	OPENING OF FALL SPORTSWEAR Fall sportswear by Jaeger; and Carlo Palazzi collection for men and women. For press and buyers. Also May 5, 12 at 9:00. By reservation. Contact: Gloria Mark, PL. 8-6211. Publicity: Marianne Dubé Associates, 684-7750.	JAEGER	1407 BROADWAY SHOWROOM - 41ST FLOOR
Wednesday April 29 10:00 A.M.	OPENING OF FALL COLLECTION Also May 6 at 10:00. By reservation. Contact: 594-0870.	JEREMY BY ALAN PHILLIPS	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday April 29 11:00 A.M.	OPENING OF FALL COLLECTION Also May 6 at 11:00. By reservation. Contact: 279-6250.	JENNIFER BY JEANNENE BOOHER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday April 29 12:00 Noon	OPENING OF FALL COLLECTION Also May 6 at 9:00 A.M. By reservation. Contact: 594-3000.	MORTON MYLES FOR MALCOLM CHARLES	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 29 12:30 P.M. Luncheon	FASHION SHOW AT LUNCHEON "Swim and Beachwear Collection" at luncheon. Barbetta Publicity: Ellen Perl, TE. 2-8212.	ROBBY LEN (DIV. GENESCO)	BARBETTA RESTAURANT 321 WEST 46TH STREET Reservations (\$5.95): CI. 6-9171.
Wednesday April 29 1:00 P.M.	OPENING OF FALL COLLECTION Opening in Jr. Sophisticates' showroom. Thereafter continuous in own show- room, 7th floor. Contact: Judy Harvey, LO. 4-0462.	SPORT SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday April 29 2:00 P.M.	OPENING OF FALL COLLECTION Also May 5 at 2:00. By reservation. Contact: LO. 4-9194. Publicity: Betty Yarmon, TR. 9-7112.	ABE SCHRADER BY BELLE SAUNDERS	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday April 29 2:00 P.M. & 3:30 P.M.	BUYER SHOWS: FALL LINGERIE Two showings of Fall lingerie for resident buyers. By reservation. Contact: Kay Keniry, 661-1300 Ext. 296.	WARNERS	90 PARK AVENUE SHOWROOM - 12TH FLOOR
April 29	2:30 P.M., JOHN ANTHONY FOR ADOLPHE ZELINKA (see page 2)		
Wednesday April 29 3:00 P.M.	OPENING OF FALL COLLECTION By invitation. Thereafter continuous. Contact: Doris Reiter, 563-6126.	CLARET	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
April 29	3:30 P.M., WARNERS SECOND BUYER SHOW (see above)		
Wednesday April 29 4:00 P.M.	FALL COLLECTION BY ELINOR SIMMONS Also May 6 at 4:00. By reservation. Contact: Roslyn Shoenthal, 594-0030.	MALCOLM STARR	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday April 29 7:30 P.M.	FASHION AWARD SHOW & DINNER Awards will be presented to students by designer-critics: Donald Brooks, Erika Elias, Meredith Gladstone, Gunter, Stan Herman, Victor Joris, John Moore, Norman Norell, Don Simonelli, Ann Webster, Chester Weinberg. Com- mentator: Eve Orton. (Black Tie) Reservations (\$25.00): PL9-2214 Ext. 35.	PARSONS SCHOOL OF DESIGN (410 EAST 54TH STREET)	PLAZA HOTEL GRAND BALLROOM
Beginning Wednesday April 29	OPENING: EARLY FALL COLLECTION Continuous by appointment. Contact: Martin Blank, LO. 3-6380.	ADOLPH BLANK; MARTINO	512 SEVENTH AVENUE SHOWROOM - 33RD FLOOR
Beginning Wednesday April 29	OPENING OF NEW FALL COLLECTION Continuous by appointment. Contact: Ellis Tremper, 244-7055.	GINESSA (DIV. GINALA)	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
Beginning Wednesday April 29	OPENING OF FALL COLLECTION Continuous showings. Contact: WI. 7-7457.	KIKI HART	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Thursday April 30 9:00 A.M.	OPENING OF FALL COLLECTION By invitation. Contact: Gina Harrington, 736-9601.	CALVIN KLEIN	205 WEST 39TH STREET SHOWROOM - 4TH FLOOR
April 30	10:00 A.M., GININI, 512 Seventh Avenue, 13th floor, PE. 6-2291		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday April 30 10:30 A.M.	PREVIEW OF FALL COLLECTION Preview of Bonnie Cashin's Fall collection for Philip Sills. By appointment beginning Mon., May 4. Contact: Arthur Sheer, LO. 5-0274. Publicity: Ruth Hammer Associates, 246-4818.	PHILIP SILLS; BONNIE CASHIN DESIGNS	48 WEST 37TH STREET SHOWROOM - 5TH FLOOR
Thursday April 30 10:30 A.M. and 2:30 P.M.	TWO SHOWS: FALL LINGERIE Two showings of Fall lingerie for resident buyers. By appointment. (Beginning Mon., May 11, daily at 9:30, 10:30, 2:30.) Publicity: Helen Bohn, JU. 2-6767.	VANITY FAIR	640 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Thursday April 30 11:00 A.M. and 2:30 P.M.	TWO SHOWS: FALL LINGERIE Two showings of Fall lingerie and foundations for press and resident buyers. By reservation. (Beginning Mon., May 11, daily at 10:00, 11:30, 2:30.) Contact: Marian Sherwood, MU. 9-4200 Ext. 257.	VAN RAALTE	417 FIFTH AVENUE SHOWROOM - 2ND FLOOR
Postponed April 30	JERRY SILVERMAN'S FALL COLLECTION, ORIGINALLY SCHEDULED FOR THURSDAY, APRIL 30 at 11:30 A.M., HAS BEEN POSTPONED TO THURSDAY, MAY 7 (see page 10)		
Thursday April 30 12:30 P.M. Luncheon	52ND ANNUAL LUNCHEON SHOW Sponsored by: Allied Chemical, American Cyanamid, American Enka, American Wool Council, Bancroft, Celanese, Dow Badische, Du Pont, Eastman Chemical, American Viscose, Hystron, Malina, Monsanto, National Cotton Council, Wool Bureau, Phillips. Fashion Show Director: Mia Grau, PL. 5-1127. Price: \$15. Press by ticket only. Contact: Edward Brandwein, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASSN	WALDORF-ASTORIA GRAND BALLROOM
Thursday April 30 1:15 P.M.	OPENING: FALL COLLECTION Also May 4 at 1:15. By reservation. Contact: Miss Fritz, LO. 5-4115.	NAT KAPLAN	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday April 30 2:30 P.M.	FALL COLLECTION BY BILL DE NATALE By reservation. Continuous thereafter. Contact: Howard Gilson, 695-6234.	JEUNESSE	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Thursday April 30 3:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: LO. 4-6874. Publicity: Betty Yarmon, TR. 9-7112.	FRANK ADAMS FOR STUDIO SIX	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Thursday April 30 3:00 P.M.	OPENING OF FALL COLLECTION By invitation. Thereafter daily at 2:30. Contact: Murray Gross, LA. 4-5511.	SONY SCHOTLAND FOR GOLET	225 WEST 37TH STREET SHOWROOM - 12TH FLOOR
Thursday April 30 3:30 P.M.- 5:30 P.M.	PRESENTATION OF BEAUTY FASHIONS "From the Neck Up"--the new totality of hair and face fashions. Show at 5:00 in Glemby's new offices. By invitation. Contact: Beatrice Dudek or Monica Jacobsen, GR. 7-4700.	THE GLEMBY COMPANY	120 EAST 16TH STREET 6TH FLOOR
Thursday April 30 4:00 P.M.	FALL COLLECTION BY RIZKALLAH By reservation. Contact: 594-0030.	MALCOLM STARR INTERNATIONAL	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday April 30 5:15 P.M.	EARLY FALL AND TROPHY COLLECTIONS Also May 6 at 11:00. By reservation. (cocktails will follow April 30 show) Contact: Joan Karins, PE. 6-8867.	HENRY FRIEDRICKS	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
Friday May 1 10:00 A.M.	PRESS PREVIEW: PREMIERE COLLECTION By invitation only. Thereafter by appointment. Contact: 868-9070.	DON SIMONELLI	205 WEST 39TH STREET SHOWROOM - 15TH FLOOR
Friday May 1 11:00 A.M.	PRESS PREVIEW: FALL COLLECTION By invitation. Also May 4, 5, 13 at 11:00. Contact: WI. 7-4968.	WRAGGE	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday May 1 11:45 A.M.	OPENING OF FALL COLLECTION Also May 5, 6 at 11:45. By reservation. Contact: PE. 6-1351.	J.G. COUTURE BY ARTHUR DOUCETTE	530 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Monday May 4 9:00 A.M.	OPENING OF FALL COLLECTION Also May 11 at 11:00. By reservation. Contact: Ruth McLaughlin, WI. 7-9470.	CEIL CHAPMAN	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Monday May 4 10:00 A.M.	OPENING OF FALL COLLECTION Also May 12, 14 at 9:30. By reservation. Contact: WI. 7-4551.	TIFFEAU	550 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Monday May 4 10:00 A.M.	OPENING OF FALL COLLECTION By invitation. Continuous thereafter. Contact: Ila Garland, BR. 9-8575.	MR. BLACKWELL	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday May 4 11:00 A.M.	OPENING OF FALL COLLECTION Also May 7 at 11:00; May 14, 21 at 3:00. By reservation. Contact: LA4-3520.	TRAINA BOUTIQUE	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Monday May 4 11:00 A.M.	OPENING OF FALL COLLECTION Also May 11 at 11:00. By reservation. Contact: Hayden Lewis, 594-6880.	BERT GEIGER	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Monday May 4 12:00 Noon	OPENING OF FALL COLLECTION Also May 6, 11, 13, 19 at 12:00 Noon. By reservation. Contact: LW.4-0454.	GEOFFREY BEENE	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Monday May 4 12:00 Noon Luncheon	FASHION SHOW AT BENEFIT LUNCHEON Fashions by Cardin, Oscar de la Renta Boutique, Beene Bazaar; furs by Neustadter. <u>Show at 2:00</u> , sponsored by Fabergé. Producer and commentator: Phyllis Youngheart. By reservation. Contact: Shirley Adler, PL. 1-1118.	FIGHT FOR SIGHT	HILTON HOTEL BALLROOM
Monday May 4 1:00 P.M.	OPENING OF FALL COLLECTION Also May 6, 11, 13 at 1:00. By reservation. Contact: LA. 4-0237.	DON BREITINGER FOR HAROLD LEVINE	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
May 4	1:00 P.M., OSCAR DE LA RENTA BOUTIQUE PRESS PREVIEW (see page 7)		
Monday May 4 2:30 P.M.	OPENING OF FALL COLLECTION Also May 6, 11, 13, 19 at 2:30. By reservation. Contact: CH. 4-1872.	ALDRICH BY MARIE MCCARTHY	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 4 2:30 P.M.	FALL COLLECTION BY OLE BORDEN By reservation. Contact: LO. 4-3600.	REMBRANDT	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday May 4 4:00 P.M.	OPENING OF FALL COLLECTION Also May 12, 19 at 2:00. By reservation. (Press Show: Mon., May 4 at 1:00, by invitation.) Contact: Marilyn Pignoni, LA. 4-9350.	OSCAR DE LA RENTA BOUTIQUE	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday May 4 5:00 P.M.	PRESS PREVIEW: FALL COLLECTION By invitation. Also May 7, 12, 14 at 4:00, in showroom, 21st floor. By reservation. Contact: WI. 7-8235.	DONALD BROOKS (550 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Monday May 4 5:30 P.M.	FALL COLLECTION IN NEW YORK Also May 6 at 5:30; May 11, 18 at 4:30. By appointment. Contact: 335-6033; or Walter Oppenheimer, 213-627-0806.	HELGA (722 S. L.A. ST.)	GOTHAM HOTEL VICE PRESIDENTIAL SUITE
Monday May 4 6:00 P.M. Cocktails	FALL COLLECTION IN NEW YORK Show at 6:30. For press and buyers, by invitation. Publicity: Arnold Jurdem, 421-1461.	JEAN-LOUIS	PLAZA HOTEL WHITE & GOLD SUITE Contact: 213-456-2708.
Beginning Monday May 4	OPENING OF FALL COLLECTION Fall cocktail, evening collection. By reservation. Xuereb, 486-0607.	ANDRE KIM FOR ENSUITE COUTURE	543 MADISON AVENUE SHOWROOM - 3RD FLOOR Contact: Jean-Pierre
Beginning Monday May 4	OPENING OF FALL COLLECTION Continuous showings of coats, suits, ensembles. Contact: Jules Breakstone, 594-0352. Publicity: Stutman Associates, 247-2662.	NAT HIRSCH FOR JUNIOR GALLERY	250 WEST 39TH STREET SHOWROOM - 10TH FLOOR
Beginning Monday May 4	EARLY FALL COLLECTION Continuous by appointment. Contact: CH. 4-3815. Publicity: Muriel Durand, 355-6744.	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Monday May 4	OPENING OF FALL COLLECTION Continuous showing of coats, suits, ensembles. Contact: Marty Oshrin, 239-4769. Publicity: Stutman Associates, 247-2662.	HENRY RUTMAN FOR MISS GALLERY	230 WEST 38TH STREET SHOWROOM - 4TH FLOOR
Beginning Monday May 4	OPENING: FRENCH READY-TO-WEAR By appointment. Contact: Liza Wanklyn, 755-7171.	PARIS COLLECTIONS	543 MADISON AVENUE SHOWROOM - 3RD FLOOR
Beginning Monday May 4	OPENING OF FALL COLLECTION Continuous showings. Contact: LO. 5-3250.	RAFFAELE	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Monday May 4	OPENING OF FALL COLLECTION Designed by Patrick Porter and June Francis. Contact: LO. 5-1025. Publicity: Barbara Kling, LT. 1-8024.	RONA	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday May 4	OPENING OF FALL COLLECTION Continuous showings of complete cocktail-evening collection for Fall. Contact: 565-2051. Publicity: Eleanor Lambert, MU. 8-2130.	NARDIELLO FOR RONA	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Beginning Monday May 4	OPENING OF FALL COLLECTIONS Continuous showings. Contact: CH. 4-6350. Also showing Toby Tanner; contact: 524-6535.	TANNER/TANNERWAY BY MELBA HOBSON	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Tuesday May 5 8:30 A.M. Breakfast	PRESS PREVIEW: FALL COLLECTION By invitation. Thereafter by reservation at showroom, 530 Seventh Avenue, 4th floor. Contact: LW. 4-9000.	KASPER FOR JOAN LESLIE	PLAZA HOTEL GRAND BALLROOM
Tuesday May 5 8:30 A.M. Coffee	PREVIEW OF FALL COLLECTION Boutique ready-to-wear and leather collection by Pertegaz. (Repeat Show: <u>Wed., May 6, 8:30.</u>) For press and buyers, by invitation. Thereafter boutique collection at 730 Fifth Avenue; leather collection at Ledaspain, 1410 Broadway, by appointment. Contact: Fernando Aleu, 581-3950.	PERTEGAZ	SPANISH PAVILLION 57TH ST. & PARK AVE.
Tuesday May 5 9:00 A.M. Breakfast	INTRODUCTION: NEW FABRICS Introduction of new collection of historic Newport reproduction fabrics by Schumacher. By invitation only. Publicity: Jeri Savidge, WI. 7-3300.	LORD & TAYLOR	10TH FLOOR
Tuesday May 5 9:30 A.M.	PRESS PREVIEW: FALL LINGERIE Preview of daywear, sleepwear, foundations. Also 2:00 and 3:30 P.M. By invitation only. Contact: Irene O'Connor, 682-5580.	HOLLYWOOD VASSARETTE	261 MADISON AVENUE LITTLE THEATRE
Tuesday May 5 10:00 A.M.	OPENING OF FALL COLLECTION Also May 7, 12, 14 at 10:00. By reservation. Contact: LA. 4-7626.	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 5 10:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: Joan Luchesi, 736-6180.	ADRI	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday May 5 10:00 A.M.	FALL COLLECTION BY MOLLY Also May 12, 19, June 2 at 10:00. By reservation. Contact: PE. 6-7121.	JACK SARNOFF	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR
Tuesday May 5 10:30 A.M.	OPENING OF FALL COLLECTION Also May 7 at 10:30. By reservation. Contact: 279-3091. Publicity: Eleanor Lambert, MU. 8-2130.	PIERRE CARDIN	550 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday May 5 11:00 A.M.	OPENING OF FALL COLLECTION Also May 13 at 11:00. By reservation. Contact: LA. 4-5923.	WILSON FOLMAR	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday May 5 11:30 A.M.	OPENING OF FALL COLLECTION Also May 12 at 11:30. By reservation. Contact: LO. 4-2155.	CHUCK HOWARD	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 5 12:00 Noon	OPENING OF FALL COLLECTION Also May 12 at 12:00 Noon. By reservation. Contact: LW. 4-0454.	BEENE BAZAAR	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday May 5 1:00 P.M.	OPENING OF FALL COLLECTION Also May 7, 11, 12, 18, 19 at 1:00. Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA	550 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 5 1:00 P.M.	OPENING OF FALL COLLECTION Also May 12 at 1:00. By reservation. Contact: LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday May 5 2:30 P.M.	OPENING OF FALL COLLECTION Also May 7, 12, 14 at 2:30. By reservation. (<u>Press Show: Mon., May 11 at 3:00 P.M., Plaza Hotel, Terrace Room, by invitation.</u>) Contact: LA.4-6968.	BILL BLASS FOR MAURICE RENTNER	550 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday May 5 2:30 P.M.	OPENING OF FALL COLLECTION Also May 8, 13 at 2:30. By reservation. Contact: PE. 6-6983.	HOUSE OF BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Tuesday May 5 3:00 P.M.	OPENING OF FALL COLLECTION By reservation. Contact: LO. 4-9115.	ANNE FOGARTY	550 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday May 5 4:00 P.M.	OPENING OF FALL COLLECTION Also May 11 at 4:00. By reservation. Contact: PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 5 4:00 P.M.	OPENING OF NEW COLLECTION By invitation only. Thereafter by appointment, 550 Seventh Avenue, 4th floor. Contact: Lucille Tice, WI. 7-8235.	BOUTIQUE DONALD BROOKS	WEAVERS CLUB 111 WEST 40TH STREET
Tuesday May 5 4:00 P.M.	OPENING OF FALL COLLECTION Also May 12 at 4:00. By reservation. Contact: Hayden Lewis, 594-6880.	HUBERT LATIMER FOR IRENE	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday May 5 5:30 P.M.	PRESS PREVIEW: PREMIERE COLLECTION By invitation only. (Buses from Weavers Club to Sam's.) <u>Buyer Shows:</u> May 7, 11 at 9:00 (coffee at 8:30). By invitation. Contact (press): Linda Johnson; (buyers): Harold Davis, 244-6231.	CHESTER WEINBERG "NOW"	SAM'S 2ND AVE. & 64TH ST.
Beginning Tuesday May 5	FALL COLLECTION BY FRANCESCA VITIELLO Continuous showings. Contact: Bernice Lewis, LO. 4-6060.	MR. GEE	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Tuesday May 5	OPENING OF FALL COLLECTION Continuous showings. Contact: CH. 4-3558.	PETTI 4'S	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
May 6	8:30 A.M., PERTEGAZ SECOND SHOW (see page 8)		
May 6	9:30 A.M. CHESTER WEINBERG PRESS SHOW (see page 10)		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 6 10:00 A.M.	OPENING OF COUTURE COLLECTION Also May 13 at 10:00. By reservation. (Press Show: Thurs., May 7 at 10:00, by invitation.) Also debut of demi-couture collection of designer knits. Contact: Mr. Revell, CH. 4-1542.	BEN REIG	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday May 6 10:30 A.M.	OPENING OF FALL COLLECTION Also May 12, 14 at 10:30. By reservation. Contact: CH. 4-2616.	SAMUEL WINSTON	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday May 6 11:00 A.M.	OPENING OF FALL COLLECTION Also May 12 at 11:00. By reservation. Contact: LO. 3-0988. Publicity: Len and Marsha Gerber, PL. 2-2254.	RODRIGUES FOR PETER CLEMENTS	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Wednesday May 6 12:30 P.M. Luncheon	FASHION SHOW AT LUNCHEON Summer collection and preview of Cruise '70-71 collection. Reservations (\$5.95): CI. 6-9171. Barbetta Publicity: Ellen Perl, TE. 2-8212.	OLEG CASSINI FOR PETER PAN SWIMWEAR	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday May 6 1:00 P.M.	OPENING OF FALL COLLECTION Evening collection by Bill Haire. Also May 13, 14 at 1:00. By reservation. Contact: WI. 7-6845. Publicity: Essie Pinsker Associates, WI. 7-2514.	VICTORIA ROYAL	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday May 6 2:30 P.M.	OPENING OF FALL COLLECTION Also May 13 at 2:30. By reservation. Contact: Maria Finkel, LO. 4-9220.	CHRISTIAN DIOR- NEW YORK	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Wednesday May 6 2:30 P.M.	FALL COLLECTION BY UMBERTO MANZO For press and buyers, by invitation. Thereafter by appointment. Contact: Steven Davidow, 736-6909.	DAVIDOW	205 WEST 39TH STREET SHOWROOM - 6TH FLOOR
Wednesday May 6 3:00 P.M.	OPENING OF FALL COLLECTION Also May 7 at 1:30. By reservation. Contact: 594-5660.	LEO NARDUCCI	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday May 6 4:00 P.M.	OPENING: FALL COLLECTION Also May 11, 13, 19 at 4:00. By reservation. (Press Show: Wed., May 6 at 9:30, by invitation.) Contact (press): Linda Johnson; (buyers): Harold Davis, CH. 4-3877.	CHESTER WEINBERG	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday May 6 6:00 P.M.	OPENING OF FALL COLLECTION Also May 13 at 5:30. By reservation. Contact: 752-0727.	BABA	18 EAST 53RD STREET SHOWROOM - 9TH FLOOR
Beginning Wednesday May 6	OPENING OF FALL COLLECTION Continuous showings of misses dresses. Contact: Marvin Rosen, 524-5093. Publicity: Stutman Associates, 247-2662.	RICHARD FRONTMAN	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday May 7 9:00 A.M. Breakfast	PRESS PREVIEW: LOUNGEWEAR Showing of John Kloss designs in Caprolan nylon for Cira. By invitation only. Contact: Terry Yoffe, 422-7300 Ext. 7595.	ALLIED CHEMICAL CORP.	1 TIMES SQUARE 21ST FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 7 9:00 A.M.	OPENING OF FALL COLLECTION Also May 7 at 11:30; May 12 at 9:00. <u>(Note Change of Dates)</u> Contact: Miss Matty, CH. 4-7522 or CH. 4-4940.	JERRY SILVERMAN BY SHANNON RODGERS	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Thursday May 7 10:00 A.M.	PRESS OPENING: FALL COLLECTION Also May 13 at 12:00 Noon; May 14 at 10:00. By invitation. Contact: Ray Ricard, 524-7900.	GAYLE KIRKPATRICK	530 SEVENTH AVENUE SHOWROOM - 29TH FLOOR
May 7	10:00 A.M., BEN REIG PRESS SHOW (see page 9)		
Thursday May 7 10:30 A.M.	OPENING OF FALL COLLECTION Also May 12, 14 at 10:30. <u>(Press Show: May 7 at 2:30, by invitation.)</u> By reservation. Contact: Mabel Glemby, LA. 4-9350.	OSCAR DE LA RENTA	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday May 7 12:00 Noon	OPENING OF FALL COLLECTION Also May 12 at 12:00 Noon. By reservation. Contact: BR. 9-5012.	MOLLIE PARNIS	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
May 7	2:30 P.M., OSCAR DE LA RENTA PRESS SHOW (see above)		
Thursday May 7 3:00 P.M.	OPENING OF FALL COLLECTION By reservation. Thereafter continuous. Contact: Helen Presser, 868-3877.	MARIO FORTE FOR CESCA	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday May 7 5:00 P.M. Cocktails	OPENING OF FALL COLLECTION <u>Show at 5:30.</u> By invitation. Thereafter by appointment, Suite 223. Contact: 550 E. 10th St., Oakland, Calif., 415-444-5070.	RICHARD TAM	PLAZA HOTEL WHITE & GOLD SUITE
Friday May 8 9:00 A.M. Champagne	AMERICAN PREMIERE: FALL COLLECTION Louis Feraud will present his premiere American collection for Arkin Imports. By invitation. Thereafter by appointment. Contact: Florence Napp, WI7-5324.	LOUIS FERAUD FOR ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Friday May 8 10:00 A.M.	PRESS PREVIEW: FALL COLLECTIONS Preview of Fall collections by Originala, Ginini, Ginala, Ginessa, Ginori, Aquanala. By invitation only. Contact: Kittie Campbell, 695-5100.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Friday May 8 11:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: CH. 4-3169.	MODERN COUTURE	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Friday May 8 11:00 A.M.	OPENING OF FALL COLLECTION Also May 13, 19 at 11:00. By reservation. Contact: BR. 9-5794.	MARQUISE BY DAVID KIDD	512 SEVENTH AVENUE SHOWROOM - 35TH FLOOR
Friday May 8 11:15 A.M.	PREVIEW OF FALL BLOUSE COLLECTION "Blouses, Bagels, Bloody Marys"--Fall blouse collection by Gayle Kirkpatrick for Pilot Blouse division of L'Aiglon. By invitation. Thereafter continuous in showroom, 1407 Broadway, 14th floor. Contact (buyers): Carol Metz, PE. 6-6800; (press): Johanna Deneroff, LW. 4-0800.	GAYLE KIRKPATRICK FOR PILOT BLOUSES	500 CLUB 500 SEVENTH AVENUE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday May 8 11:45 A.M.	PREVIEW: FALL ITALIAN FASHIONS Fall Italian ready-to-wear from Carosa, Garbell, Argos Dini, Livio de Simone, Ognibene-Zendman, Tiziani. Guest of honor: Princess Marcella Borghese. By invitation and reservation. (Thereafter by appointment, Moda Romana showroom, mezzanine.) Contact: PL. 5-2340 or PL. 3-4500 Ext. 175.	MODA ROMANA (ST. REGIS)	PRIVATE ITALIAN CLUB 8 EAST 69TH STREET
Friday May 8 1:00 P.M.	OPENING OF FALL COLLECTION Also May 13 at 1:00. By reservation. Contact: PE. 6-2663.	BOB BUGNAND FOR SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Friday May 8 2:30 P.M.	OPENING OF FALL COLLECTION Also Wed., May 13 at 10:00. (By appointment from May 4.) Contact: Wayne Welch, 594-6880.	RIC McCLINTOCK	550 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Monday May 11 10:00 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: 244-2616.	WINSTON BOUTIQUE	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Monday May 11 11:00 A.M.	OPENING: NEW BRANCH STORE Opening of second Abracadabra shop with fashion show every ten minutes after the hour from 11:10 - 4:10. For press and customers. Contact: Phyllis Tweel, 988-2920 or 832-9270.	ABRACADABRA	575 LEXINGTON AVENUE AT 51ST STREET
May 11^	3:00 P.M., BILL BLASS PRESS SHOW (see page 9)		
Monday May 11 4:30 P.M. Cocktails	OPENING OF FALL COLLECTION <u>Show at 5:00.</u> For press and buyers, by invitation. Thereafter by appointment in private suite. Contact: 213-MA. 7-5427.	ESTEVEZ FOR NEAL	GOTHAM HOTEL BALLROOM
Monday May 11 5:00 P.M. Cocktails; Dinner; Theatre	TREND SHOW: FALL 1970 "The Many Lives of Wool" starring Tammy Grimes; book by Walter Hazeltine; choreography by Jonathan Watts; music by Bobby Short; wardrobe by Willard Seymour. <u>Show promptly at 6:00</u> , followed by dinner, then David Merrick's presentation of APA production of Noel Coward's "Private Lives" with Tammy Grimes and Brian Bedford. By invitation only. Contact: Audrey Leeds, YU. 6-6222.	THE WOOL BUREAU (360 LEXINGTON AVENUE)	THE LAMBS CLUB 128 WEST 44TH STREET
Monday May 11 5:00 P.M. Cocktails	LINGERIE SHOW "The Best of Fall '70"--showing of daywear, sleepwear, loungewear by Council members. For buyers, merchandise managers, press, by invitation only. <u>Show at 6:00.</u> Contact: Mary Osborne, 532-9440.	LINGERIE INDUSTRY COUNCIL	ROOSEVELT HOTEL GRAND BALLROOM
Monday May 11 5:30 P.M.	FALL COLLECTION IN NEW YORK Also May 13, 18 at 5:30. By invitation. (By appointment beginning May 7.) Contact: Dolores Byers, 213-627-9154.	TRAVILLA (122 E. 7TH ST., L.A.)	PLAZA HOTEL PRIVATE SUITE

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 11- May 22	FALL-WINTER- RESORT COLLECTION By appointment. Contact: Gail Jannon, Nippi New York, Inc., 155 East 50th Street, 758-7760.	HANAE MORI	PLAZA HOTEL PRIVATE SUITE
Tuesday May 12 9:00 A.M. Breakfast	OPENING OF NEW DIVISION Young sophisticated dresses and late-day collection. For press and buyers, by invitation only. Thereafter by appointment. Contact: 947-6845. Publicity: Essie Pinsker Associates, WI. 7-2514.	MR. GEORGIO BY BILL HAIRE	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday May 12 10:00 A.M.	PREVIEW OF FALL COLLECTION By invitation. Thereafter by appointment. Contact: Martin Yasser, 695-1617.	RUDI GERNREICH FOR HARMON KNITWEAR	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday May 12 10:30 A.M.	OPENING OF FALL COLLECTION By invitation only. Thereafter continuous May 13, 14, 15; June 3, 4, 5. Contact: 524-9846.	BOUTIQUE DE BOVE	530 SEVENTH AVENUE SHOWROOM - PENTHOUSE
Tuesday May 12 11:30 A.M.	OPENING OF FALL COLLECTION By reservation. Contact: BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 12 12:15 P.M. Luncheon	SHOWING OF INDIAN FASHIONS Showing of evening wear in Indian silk. For press and buyers, by invitation. <u>Show followed by luncheon.</u> Contact: 348-2132.	BAHAR (200 EAST END AVE.)	PLACE TO BE ANNOUNCED
Tuesday May 12 2:00 P.M.	OPENING OF FALL COLLECTION Angela's Fall collection. By reservation. Contact: Abe Goodman, 695-7230.	ROSSINO ANGELA	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday May 12 4:00 P.M. Aperitif	71ST ANNUAL SHOW Fashion Design Department of Pratt will present its annual collection. <u>Show at 4:30.</u> By invitation. Contact: Lisa Porfido, MA. 2-2200 Ext. 314	PRATT INSTITUTE (BROOKLYN)	ROOSEVELT HOTEL GRAND BALLROOM
Tuesday May 12 5:15 P.M.	OPENING OF FALL COLLECTION By invitation only. Thereafter by appointment, Suite 1101. Contact: Sylvan Rich, 110 E. 9th St., Los Angeles, 213-623-3338.	JON MANDL FOR RICHARD TAM II	GOTHAM HOTEL BALLROOM
Tuesday May 12 6:15 P.M. Cocktails	PRESS PREVIEW "Casa Idea"--opening of new "Environmental" home furnishings boutique. By invitation only. Publicity: Arlene Friedlander, PL. 2-1988.	BLOOMINGDALE'S	5TH FLOOR
Beginning Tuesday May 12	OPENING OF ALL- SEASONS COLLECTION Continuous showings. Contact: Helen Feinstein, LO. 3-6143.	RIKKI FOR SPORT TRIO	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Wednesday May 13 11:00 A.M.	OPENING OF FALL COLLECTION Also May 14 at 11:00. By reservation. Contact: 524-3818.	STAN HERMAN FOR MR. MORT	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
May 13	2:00 P.M., ANNE KLEIN AND COMPANY PRESS PREVIEW (see page 14)		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 13 3:00 P.M.	PRESS PREVIEW: FALL COLLECTION Press preview of Fall collection. By invitation only. (Buyer Show: Wed., May 13 at 4:00, by invitation only.) No admittance without invitation. Thereafter by appointment in showroom, 2nd floor. Contact: Harri Carey, 695-5555.	JON HAGGINS (37 WEST 39TH STREET)	134 EAST 22ND STREET TOP FLOOR
Wednesday May 13 4:00 P.M. Cocktails	FALL COLLECTION IN NEW YORK For press and buyers, by invitation only. Thereafter by appointment in private suite. Contact: PL. 9-3000 (after May 3). Publicity: Eleanor Lambert, MU. 8-2130.	MARILYN LEWIS FOR CARDINALI	PLAZA HOTEL WHITE & GOLD SUITE
May 13	4:00 P.M., JON HAGGINS BUYER SHOW (see above)		
Wednesday May 13 4:30 P.M.	OPENING OF FALL COLLECTION One showing only, by reservation. Thereafter by appointment. (Bridal gowns, from April 27, by appointment.) Contact: Alan Davis, 755-5529 or 532-5013.	EVA HAYNAL	435 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday May 13 5:00 P.M.	OPENING: COLLECTION I FOR FALL-WINTER The Total Wardrobe Collection will be shown to the Press at 2:00 P.M., by invitation. The 5:00 P.M. showing by reservation. Thereafter by appointment. Contact: Betty Hanson, 279-9915. (Now showing: Early Fall "Teasers")	ANNE KLEIN AND COMPANY	205 WEST 39TH STREET SHOWROOM - 3RD FLOOR
Thursday May 14 9:30 A.M. Coffee	PREVIEW OF FALL COLLECTION For press and buyers, by invitation. Show at 10:00. Johanna Deneroff; (buyers): 736-9155.	DOROTHY HUBBS/DONLE (498 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE Contact (press):
Thursday May 14 12:00 Noon	OPENING OF FALL COLLECTION Also May 12, June 4 at 12:00 Noon. By reservation.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR Contact: CH. 4-5693.
Thursday May 14 1:00 P.M.	OPENING OF FALL COLLECTION By invitation only. Contact: Geraldine Peterson, 685-3765.	GIORGIO DI SANT'ANGELO (24 EAST 38TH STREET)	PLACE TO BE ANNOUNCED
Thursday May 14 2:30 P.M. Cocktails	PREVIEW OF FALL COLLECTION Preview for press and resident buyers of Fall collection of dresses, suits, costumes. (Note Change of Date) By invitation. Contact: BR. 9-6560 X 294.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday May 14 3:00 P.M.	OPENING OF FALL COLLECTION Press Show: Mon., May 18 at 3:00. By invitation. Contact: Dorothy Hermé, CH. 4-7270.	SARMI	550 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Friday May 15 9:30 A.M.	PRESS PREVIEW Press preview of contemporary and antique decorative art objects from Japan, Hong Kong, South Korea, India in a week-long salute to the Far East in the Teahouse Bazaar. (Open to public, Mon., May 18.) Public Relations: Mark Klauser, OX. 5-4000 Ext. 208.	OHRBACH'S	GIFT SHOP 3RD FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday May 15 12:00 Noon Luncheon	"THE BODY IN" -- LUNCHEON SHOW Accessoreis, cosmetics, home furnishings, male and female inner and outer wear. Co-chmm: Sheila Levy, Gimbels-N.Y. (commentator and report); Ero Williams, Capezio. Prices: \$15.00 (members): \$25.00 (guests). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	N.Y. HILTON BALLROOM
Monday May 18 1:00 P.M.	OPENING OF FALL COLLECTION "Eveningrama" collection for Fall. By invitation only. Thereafter continuous May 19, 20, 21, 22; June 1, 2, 3, 8, 9. Contact: 524-9846.	ELGE BOVE	530 SEVENTH AVENUE SHOWROOM - PENTHOUSE
May 18	3:00 P.M., SARMI PRESS SHOW (see page 14)		
Tuesday May 19 11:00 A.M.	OPENING: FALL COLLECTION By invitation. Also June 2 at 11:00. (Note Change of Date & Time) Thereafter by appointment. Contact: LO. 4-3246.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 19 2:00 P.M.	OPENING OF FALL COLLECTION Fall collection of coats, suits, costumes. Also May 25, June 2 at 2:00. By appointment. Contact: Miss Pat, 695-5100.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday May 19 3:45 P.M. Cocktails	FALL '70 HOME SEWING SHOW "A Stitch in Time". For merchandise managers, piece goods buyers, press. Show at 4:15. By invitation. Contact: Helen Boyd, 564-2900.	CROMPTON-RICHMOND (1071 SIXTH AVENUE)	PLAZA HOTEL GRAND BALLROOM
Tuesday May 19 4:00 P.M.	PRESS PREVIEW: WINTER FURS Press showing of "The Ecological Fur Revolution" by Jacques Kaplan. By invitation only. Contact: Marilyn Surgil, 246-3416.	GEORGES KAPLAN (730 FIFTH AVENUE)	THE FOUR SEASONS 99 EAST 52ND STREET
Wednesday May 20 5:00 P.M. Cocktails	OPENING OF FALL COLLECTION Fall collection of day, evening wear and accessories at home of Iranian Ambassador to UN. By invitation only. Thereafter by appointment. Contact: 765-5280.	CLEOPATRA BROUMAND (16 WEST 56TH STREET)	1033 FIFTH AVENUE AT 84TH STREET
Wednesday May 20 7:30 P.M. Cocktails	ANNUAL DINNER-DANCE Guest of honor: Mrs. Owen R. Cheatham. Tickets: \$30.00 each. Contact: PL. 9-2214.	PARSONS SCHOOL OF DESIGN N.Y. ALUMNI CHAPTER	ST. REGIS ROOF

LAST-MINUTE ANNOUNCEMENTS

Friday May 1 9:00 A.M. Coffee	OPENING OF FALL COLLECTION Fall collection of coats and suits. For resident buying offices. By reservation. Contact: LO. 3-1640.	GLORIA SACHS	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday May 18 11:00 A.M.	PRESS PREVIEW: "PROPORTIONS IN FUR" Fall-Winter collection for the '70s designed by Mr. Fred. (Note Change of Date & Time) By invitation. Publicity: Lisa Curtis, 684-7444. For buyers, beginning Thurs., May 14, by appointment. Contact: Albert Gompertz, 736-8516.	MR. FRED FOR FUR AND SPORT	224 WEST 30TH STREET SHOWROOM - 11TH FLOOR

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